

FEDERAL TRADE COMMISSION
WASHINGTON, D. C. 20580

BUREAU OF
CONSUMER PROTECTION

March 13, 1981

Carlton Adkins
Counsel
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Adkins:

Within the next several weeks the Federal Trade Commission will be publishing the results of the most recent testing cycle conducted by our Tobacco Research Laboratory. Most of the cigarettes tested for this report were picked up in October-November 1979. Some of the cigarettes tested were picked up later as part of a special pick up as the result of information provided by you or one of the other manufacturers that you or they had reformulated or introduced a new cigarette brand. Both the cigarettes picked up in the Fall of 1979 and those specially picked up later have already been tested and the results of these tests will appear in the soon-to-be issued report.

We understand that some of the cigarettes currently on the market have been reformulated since the times the Commission picked up the cigarettes tested for the soon-to-be issued report and, therefore, have not been tested by the Commission's Tobacco Research Laboratory. To insure that both consumers and competitors are aware that some of the cigarettes currently on the market have been reformulated, we shall include in this report a list of those cigarette brands we have been informed has been reformulated, but which we have not retested. Where the information is available, we shall also publish in the report any revised test figures for these cigarettes you may have as long as the tests were conducted according to the FTC method.

If your company has reformulated or introduced any new cigarette brands during this testing period which we have not already tested and which you would like included in the above described listing, please inform us within the next seven working days. If you have conducted your own tests on these cigarettes, we will also publish your test results if supplied within the same time period.

Sincerely,



Matthew L. Myers
Attorney, Division of
Advertising Practices

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